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Top Skills

Active Learning
Collaborative Problem Solving
Analytical Skills

Languages

Spanish (Limited Working)
English (Native or Bilingual)

Certifications

Image Consulting
English
Maratona Online Arteterapia
AN INTRODUCTION TO
SCREENWRITING
Digital Media w/ Marcelo Tás

Hannah Avila

Creative Operations Manager at genero.com
São Paulo, São Paulo, Brazil

Summary

I hold a degree in Graphic Design, with additional studies in Visual Anthropology and Cinema.

My experience spans diverse roles within creative and project management across multiple industries, including high-profile brands and media channels.

- **Creative & Art Direction:** Was Art Assistant to stylist Fabio Yukio at Tigresse por Renata Figueiredo, managing the entire e-commerce launch process from initial concept to go-live.
- **International Experience:** Lived in the USA for 2.5 years, working and studying while gaining cultural and professional exposure across Boston, NY, and NJ.
- **Production & Video Editing:** Assisted Director Arturo Querzoli on Marie Claire's YouTube channel, supporting pre-production and video editing. Contributed to an award-winning Ferrero Rocher commercial, a challenging and rewarding project.
- **Graphic & Digital Design:** Developed Key Visuals, website banners, and digital assets for social media at an advertising agency, focusing on creating engaging, brand-aligned designs.
- **Project Management in Film Production:** Transitioned to full-time Project Management at Children Films, leading projects for PepsiCo, Heineken, and ONU/ODS, among others. Managed short documentary projects in partnership with Socialdocs, balancing creative vision with strategic objectives.
- **Digital Design:** for Série Maníacos TV, Jornal Joca and and Derivado Cast YouTube and Instagram channels, driving visual identity

- Digital Project Management: At Integer/Outpromo, managed projects for Mars, Diageo, HNK, Adidas, and Reckitt. Also served as Project Manager at Global Shopper, overseeing campaigns for Mondelēz, J&J, DAX Assets, and beGreener.io.

- Creative Strategist - Latam at genero.com, I work closely with Meta, TikTok, and Google, crafting strategies for the Latin American market

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Experience

Genero

3 years 4 months

Creative Operations Manager

March 2025 - Present (11 months)

LATAM & NA

I'm a Creative Ops professional who connects strategy and execution. With a hybrid background in creative production and operations, I specialize in scaling creative outputs, optimizing cross-functional workflows, and aligning content with business impact.

Currently at Genero, I manage operations for high-volume projects across LATAM and US markets. My work encompasses creator-led productions, CGI, FOOH, and platform-specific creative strategies (Meta, Google and TikTok).

Key Strengths:

- Creative Process Management & Cross-Functional Collaboration
- Workflow Design & Automation for High-Volume Production
- Global Program Execution (Meta Paid Partnerships, TikTok TTCX, Google Hackathons)
- Strategic Creative Testing

Core Tools:

TikTok Creative Exchange • Meta Ad Solutions • Google Ads Creative Tools • Canva / CapCut / Adobe Creative • Sprout Social • Monday.com

Creative Ops for Platform-Native Content:

- TikTok: Native storytelling, UGC workflows, TTCX management
- Meta: Creator sourcing, paid partnerships, scalable execution
- Google Hackathons: Generative AI tools, YouTube Shorts, Google Ads asset optimization

Genero Partners: TikTok | Meta | Google | Canva | Pinterest | Youtube | Amazon
<https://genero.com/>

Creative Ops | Global Campaign Delivery | Meta, TikTok & Google Creative Partner | LATAM & US Markets

Creative Strategist

October 2022 - March 2025 (2 years 6 months)

TikTok

As an official TikTok Creative Partner, we empower brands to craft fresh, engaging, and high-impact content optimized for TikTok's dynamic platform.

- TikTok Creative Exchange (TTCX): Delivered over 200+ projects, collaborating with top brands such as Havaianas, Oral-B, Lux, Omo, Nubank, Santander, Bradesco, Samsung, Chevrolet, Ambev, Mercado Livre, Amazon Prime, Uber, Shopee, C&A, and many more.
- TikTok Studio Awareness (Asset Optimization): Enhanced campaign performance for major clients, including P&G (Aussie, Always, Head & Shoulders), Bradesco, Nubank, Banco do Brasil, Vivo, Pantene, Tresemmé, and Verisure through strategic asset optimization.

META

We connect brands with a worldwide network of professional creatives, from visionary directors to animation innovators - delivering fresh and diverse content tailored for Meta's unique ad formats, including Reels, Stories, and AR experiences.

- Meta Programs: Expertise across Reels, Scale with Creators, Boost with Creators, MBA, and Reels Rush.
- Clients: Garoto, Pagseguro, Johnson & Johnson, Elma Chips, Omo, Tang, Heineken, Ambev, Cielo, XP, Coca-Cola Zero Sugar, L'Oreal Revitalift, LATAM, Ritz, Tecate, BMG, Pernod Ricard (Absolut), Unilever (Surf), and many others.

Google

Delivered 85+ Full-funnel hackathons: focused on demystifying the Google Ads ecosystem - from Performance Max to Demand Gen, and training teams on how to use AI tools to unlock scale, insights, and creative efficiency.

Industry-Leading Training & Best Practices

Continuous learning and training with platforms including TikTok, Meta, Google, Canva, Pinterest, and YouTube to ensure cutting-edge strategies and execution.

Genero Partners: TikTok, Meta, Google, Canva, Pinterest, and YouTube.
Explore more at: <https://genero.com/>

whataREC!

PMO | Creative Strategist | Creative Director
August 2012 - Present (13 years 6 months)

- .Alignment/point of contact between teams, clients, and partners/freelancers
- .Project scheduling and management from concept through launch
- .Overseeing the management and organization of creative assets
- .Ensuring the quality and adherence to specifications of all delivered materials
- .Tracking and addressing opportunities and challenges in projects with the team
- .Owning and improving project processes

> Tools: Monday | Asana | Trello | Slack | Discord | Figma | InVision | Adobe Photoshop/Illustrator/Premiere Pro/InCopy | DaVinci Resolve | Miro | Microsoft 365 | Google Apps | AI tools

Global Shopper

1 year 1 month

Project Management - Innovation & Super Datas
January 2022 - October 2022 (10 months)

Experienced Project Manager with a focus on operational excellence, process implementation, and campaign execution. Skilled in managing multiple workstreams, aligning cross-functional teams, and ensuring on-time delivery using tools like Monday.com and Microsoft 365.

Core Capabilities:

- Project scoping, planning, and resource allocation

- Timeline and deliverable tracking
- Client communication and expectation management
- Workflow optimization and documentation
- Collaboration across creative, strategy, media, and tech teams

Current Clients:

- Mondelez International (MDLZ)
- Johnson & Johnson (J&J)
- Dax Assets Digital
- Begreener.io

Tools and Platforms:

Monday.com, Microsoft 365

Keywords:

Project Manager, Workflow Optimization, Digital Operations, Client Management, Campaign Delivery, Microsoft 365, Agile Project Management, Marketing Project Manager, Tech Startup Projects

Creative Project Manager - Mondelēz
October 2021 - December 2021 (3 months)

Integer\Outpromo
Digital Project Manager
April 2021 - July 2021 (4 months)
São Paulo, Brasil

Experienced Digital Project Manager with a strong background in leading integrated marketing campaigns, promotional activations, and digital product deliveries. Skilled in cross-functional team coordination, stakeholder management, and creative operations using Microsoft 365 and Figma.

Core Responsibilities:

- End-to-end project ownership from briefing to launch
- Timeline and budget management across multidisciplinary teams
- Workflow optimization using Agile and Kanban methodologies
- UI/UX collaboration and prototype validation in Figma
- Clear communication with clients, developers, designers, and media teams

Selected Projects and Clients:

- Enterogermina Game – Development of a branded educational experience

- Snickers “Vai ter Festa Junina Sim” – Seasonal campaign activation
- Lysol “Proteção que dá Prêmios” – Promotional campaign with prize integration
- Adidas “Vale-Crush Namorados” – Interactive Valentine’s Day activation
- Devassa / Amstel Cashback – Multi-platform cashback program rollout
- Henkel – Golden Rules Platform – Content platform for internal engagement
- NIVEA – Satisfação Garantida – Customer satisfaction and CRM integration
- Mars / BIG – Meu Pet, Minha Riqueza – Retail activation for pet food brand

Tools and Platforms:

Microsoft 365, Figma, Jira, Trello, Slack, Asana

Keywords:

Digital Project Manager, Campaign Execution, Creative Project Management, Figma Workflow, Microsoft 365, Agile Methodology, Marketing Activation, Promo Campaign Management, Cross-functional Teams, Digital Production, UX Collaboration

Children Films

Creative Project Manager | Digital Designer

January 2019 - February 2021 (2 years 2 months)

São Paulo Area, Brazil

Creative and Digital Project Manager with hands-on experience in video production pipelines, digital content strategy, and collaborative workflows. Skilled in managing creative teams, feedback cycles, and delivery schedules using Frame.io and WhatsApp for streamlined communication and asset management.

Key Responsibilities:

- Overseeing video production
- Coordinating feedback loops between editors, designers, client
- Managing timelines, assets, and approvals via Frame.io
- Supporting post-production coordination

Creative Design Role:

- Digital Designer for Série Maníacos TV and Derivado Cast on YouTube
- Design and motion graphics using Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)
- Responsible for thumbnails

Tools and Platforms:

Frame.io, WhatsApp, Adobe Creative Suite, Google Drive, Trello, YouTube Studio

YouTube Channels:

Série Maníacos TV & Derivado Cast: <https://www.youtube.com/channel/UCv5NTSGxpN3f4ogSDhEhwGw>

Keywords:

Creative Project Manager, Video Production Workflow, Frame.io, Adobe Creative Suite, Content Coordination, YouTube, Digital Asset Delivery, Video Campaigns, Remote Creative Teams, Post-Production Management

Mambo Jack Filmes

Visual Designer

May 2017 - December 2018 (1 year 8 months)

São Paulo, São Paulo, Brazil

Digital Design with Adobe Photoshop, Adobe Illustrator, Keynote.

Gazpacho Films

Assistant Director and Producer

October 2016 - February 2017 (5 months)

São Paulo Area, Brazil

Assistant Director to Director Arturo Querzoli at Gazpacho Films

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Gazpacho Films brings together experienced professionals from the advertising and film industry, specializing in visual storytelling and film production. I supported projects ranging from small, agile productions to highly complex campaigns, working closely with agencies to ensure each film found the right scale, creative soul, and production excellence to meet client needs.

Cultural Care Au Pair

Cultural Exchange Program

August 2013 - March 2016 (2 years 8 months)

New York

Tigresse Participações S.A.

Communication and Design

February 2011 - August 2013 (2 years 7 months)

Multidisciplinary experience in communication and design, combining creative thinking with operational execution to support brand growth and customer engagement across digital and retail channels.

Key Responsibilities:

- E-commerce Operations: Oversaw the full e-commerce workflow, from order management to delivery, ensuring a seamless customer experience.
- Digital Communication: Led content creation and execution for social media and email marketing, aligning visual identity with marketing goals.
- Creative Production: Collaborated with the creative team on research, technical drawings, printing transfers, and screen printing (silk) to support product development
- Stakeholder Communication: Maintained direct communication with PR professionals and store managers, aligning strategies between digital and physical retail.
- Customer Experience: Proposed and implemented improvements in customer service via social media, enhancing response times and brand tone.

Tools & Skills:

Adobe | Email Marketing Tools | Social Media Management | Customer Support Strategy | E-commerce Platforms | Cross-functional Communication | Brand Consistency | Visual Research

Organiko | TMK

Designer

March 2010 - September 2010 (7 months)

_customer service

_design Assistant

Espaço de Moda Carolina Faggion

Marketing and Communications

March 2009 - February 2010 (1 year)

Sao Paulo

_responsible for promoting the brand/store and products through email mkt and social media (blog, Facebook, and Twitter).

_help in customer service in-store events.

Education

Pontifícia Universidade Católica do Rio Grande do Sul

Master of Business Administration - MBA, in Marketing, Branding and Growth · (June 2025 - July 2026)

COGEAE - PUC SP

Extension, Visual Anthropology · (2012 - 2012)

tramos ACADEMY

Gestão de Projetos na Era Digital · (2020 - 2020)

OPERAHAUS - Instituto de Cinema

Cinematography and Film/Video Production · (2016 - 2016)

Boston Academy of English

ESL, English · (2013 - 2014)